financial 1st



MFPC
Malaysian Financial Planning Council
Competence.Ethics.Standards

Malaysian Financial Planning Council (MFPC)
Suite 22.7, Level 22, Menara One Mont Kiara (1MK),
No.1,Jalan Kiara, Mont Kiara, 50480 Kuala Lumpur
Tel: +603-6203 5899

mfpc.official MFPCSecretariat

2027

Advertising Rate Card and Media Information

www.mfpc.org.my



introduction

The **financial 1st** is a triannual financial planning magazine published by the MFPC since year 2006. **financial 1st** core target readers are members and partners of the MFPC. The quarterly highlights include industry movement and trends, exclusive interviews with VIP guests, upcoming events available for sharing, forum sessions with the industry expertise and general market scenarios to explore.









readership

Most of the MFPC members are practitioners. They are attached to Companies of Financial Advisers, Insurance Companies, Unit Trust Companies, Banks, Associations related to the financial industry and etc. financial 1st is also a marketing channel for financial planning services and products to be introduced to the members and public at large.

circulation

The magazine is scheduled to be published Tri-anually and distributed to 5,000 members of the MFPC and to Malaysia's Ministries, the Regulators, namely, the Central Bank of Malaysia (BNM) & Securities Commission Malaysia (SC), Financial Institutions, Insurance Companies, Banks, Unit Trust Companies, Malaysia's Public and Private Universities, Polytechnics and many others!

financial 1st ADVERTISING INFORMATION

TARGET MARKET

Gender
Male 39%
Female 61%

Designation
RFP 81%
Affiliate RFP 16%
Shariah RFP 3%




PUBLICATION SPECIFICATION

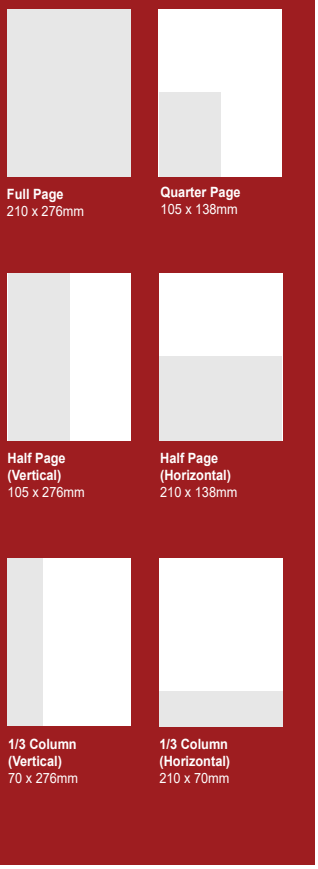
Published by	Malaysian Financial Planning Council (MFPC)
Frequency	Tri Annual
Language	English
Printing Quantity	Not more than 3,000 copies
Circulation	13,000 registered MFPC members
Readership	Approximately 13,000 per issue
Readership profile	Financial Planner, Bankers, Employers Government Regulators, Insurance Agents, Wills Advisers, Units Trust Agents and etc.
Number of pages	44+ (including cover page)
Printing Process	CTP (4c x 4c)
Furnishing	UV one [1] side on cover
Binding Style	Staple binding
Printing Material	260gsm Art Card (Cover) 105gsm Art Paper (Inner Contents & Advertisement)
Magazine size	210mm x 276mm (Trim)
Advertising Page size	210mm x 276mm (Bleed-leave 5mm bleeding on 4 sides
Text (content) Page size	180mm (w) x 250mm (h)
Screen	175 lines per inch
Ad Booking Deadline	10 days prior to month of publication
Materials Booking Deadline	20 days prior to month of publication
Advertising materials	Softcopy in 300 dpi high resolution/CMYK/ PDF or TIFF file
Format required	1) Content (text) – MS Word format 2) Photo/images – Adobe Photoshop CS3 (min. 300 dpi in Tiff/Psd format) 3) Chart/Table/Graphic – Adobe Illustrator CS3 (eps format)

PAYMENT TERMS
Advance payment required

Note: MFPC will not be held responsible for any colour discrepancy, layout or design changes, font/typeface errors, picture file resolution errors and or any other discrepancies which are not within our control. This is inclusive of softcopy advertising materials which are created using a different platform.

Area	Categories	Percentage
Industry	Insurance	52%
	Bank	16.54%
	Others	6%
	Universities	7%
	Financial Advisor	3%
	Accountants	0.25%
	Investment	0.16%
	I.T.	0.05%
	Retirement Advisors	8%
	Human Resource	7%

PRINT AREA



Readers by State

State	%
Penang	9
Johor	9
Sarawak	8
Sabah	4
Pahang	2
Selangor	32
Terengganu	1
Wilayah Persekutuan	19
Kedah	3
Kelantan	2
Melaka	3
Negeri Sembilan	3
Perak	5
Perlis	0

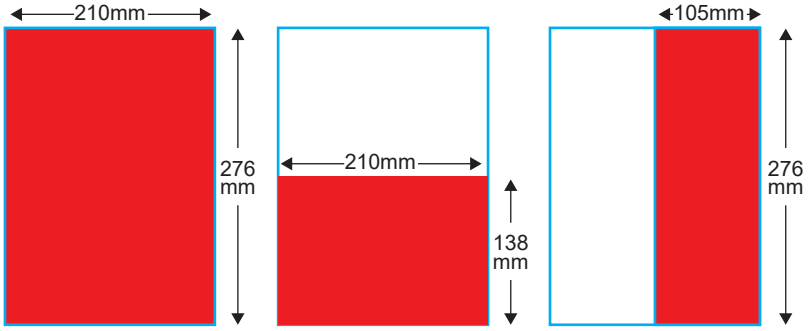
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ADVERTISING RATE 2027

financial 1st

Financial 1st Advertising Rate Card			
No of Insertion / year / Ads Position	1 insertion / year	2 insertions / year	3 insertions / year
Back Cover (BC)	RM5,518	Discount 10%	Discount 15%
Premium Page (PP) - IFC / IBC	RM4,066		
Run-On-Page (ROP)	RM2,904		
Half Page Horizontal / Vertical (HPH / HPV)	RM1,816		
Branded Articles (2 page)	RM4,200		
Special Cover Interview / Advertorial Package (*Terms & Conditions Apply)	Will entitled: 1. Main Cover 2. Three (3) Full Page of the Interview / Advertorial 3. One (1) Full Page of Advertisement 4. Free 50 copies of the magazine with the published interview		RM15,000

ADVERTISEMENT SPECIFICATION :



Full Page | Half Page(Horizontal) | Half Page(Vertical)

Advertising position	Specified Print Area
Back Cover (BC)	210mm (w) x 276mm (h)
Premium Page (PP)	210mm (w) x 276mm (h)
Run-On-Page (ROP)	210mm (w) x 276mm (h)
Half Page Horizontal (HPH)	210mm (w) x 138mm (h)
Half Page Vertical (HPV)	105mm (w) x 276mm (h)
Branded Articles (BA)	210mm (w) x 276mm (h)

SUBMISSION DEADLINE

BOOKING DEADLINE :
On the 10th
(One Month before publication month)

MATERIAL DEADLINE :
On the 15th
(One Month before publication month)

Format required

Advertising materials Softcopy in 300 dpi high resolution/CMYK in PDF or TIFF file
File format required
1) Content (text) – MS Word format
2) Photo/images – min. 300 dpi in Tiff/PSD format
3) Chart/Table/Graphic – EPS format

Magazine size 210mm x 276mm (Trim)
Advertising Page size 210mm x 276mm (Bleed-leave 3mm bleeding on 4 sides)
Text (content) Page size 180mm (w) x 250mm (h)
Screen 175 lines per inch
Publication Frequency Tri anually (3 times a year)
Ad Booking Deadline 10 days prior to month of publication
Materials Booking Deadline 20 days prior to month of publication





For further enquiries, Please contact :

ADVERTISING & PUBLISHING CONSULTANT
Contact Person :

- Mohd Farhan (farhan@mfpc.org.my)
- Syed Mohd Khalil (khalil@mfpc.org.my)
- Dr. Mervin Anthony (mervin@mfpc.org.my)

Malaysia Financial Planning Council (MFPC)
Suite 22.7, Level 22, Manara One Mont Kiara (1MK),
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website: **www.mfpc.org.my**